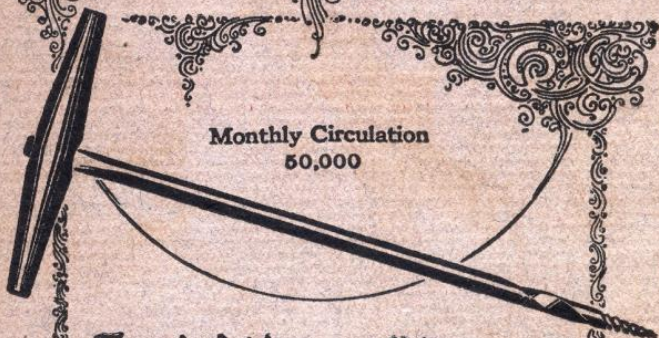


The Gimlet

Monthly Circulation
50,000



The gimlet is a small instrument
~~made~~ with a point ~~made~~

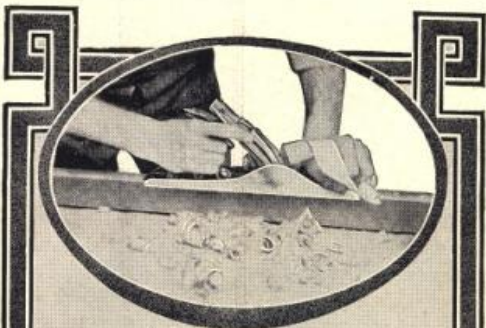
March, 1912

- Damages 10 Cents per annum -
- We need the money - There may be more numbers - That all depends -
- This is real second class stuff that pays first class postage - No post offices entered.

HAD the doctrines of Jesus been preached
always as pure as they came from His
lips, the whole civilized world would now
have been Christian.

—*Thomas Jefferson.*

The Gimlet



DIAMOND EDGE PLANES

The above illustration shows Plane in action.

Note the fourth finger is left free to manipulate the Plane.

The *DIAMOND EDGE* line of adjustable Iron Planes in plain bottom or corrugated bottom is equipped with the non-breakable composition rubber handle and so constructed that three fingers permit a firm, solid grasp—the fourth finger being left free to guide the Plane.

Expert mechanics heartily approve this style of handle, which insures ease of operation and satisfaction in results obtained.

DIAMOND EDGE Planes are shaped true and remain true during the life of the Plane.

NORVELL SHAPLEIGH HARDWARE CO.

ESTABLISHED 1893
TRADE MARKED 1899



ST. LOUIS, U.S.A.

"Diamond Edge is a Quality Pledge"

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

READY FOR DISTRIBUTION



SPRING SPORTING GOODS CATALOG

Illustrates, describes and prices our complete line of fishing tackle, base ball goods, hammocks, lawn tennis and all other items in the spring line. Contains 224 pages. All merchants who do not have our general hardware catalog and who handle this line of goods should write us for this new catalog.

JUST QUIT RUNNING THE GOVERNMENT

For one evening, take this catalogue home with you, and study it carefully, and you will be surprised at how many valuable things you will learn about sporting goods. If you are engaged in the gentle art of educating the clerks in your store to be better salesmen, hand a clerk one of these catalogues, have him study it for one evening and then return the book to you the next day. There is only one way to develop a great business and that is to develop the men who are running the business.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

*This is the most popular
rifle in America*

Every school boy in the land
(and grown-ups as well) knows

The Stevens Favorite

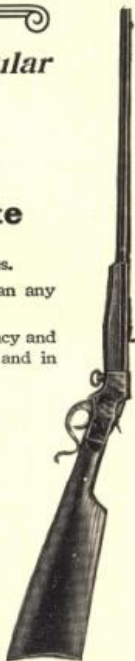
It is advertised in all the leading magazines.

There have been more of them sold than any
other make.

The strong features are its absolute accuracy and
wonderful penetration; both at the target and in
the field it gives universal satisfaction. Is
well made, finely finished, accurately sighted
and correctly balanced. Has half-octagon
barrel and drop lever.

No. 172.	22 caliber, rim fire.	\$8.00
Each	
No. 175.	25 caliber, rim fire.	8.00
Each	
No. 173.	32 caliber, rim fire.	8.00
Each	

Usual Trade Discount.



IT'S BEEN A LONG WINTER

But vacation time is in sight. Once on a vacation I took one of these Stevens
rifles with me and I had a whole lot of fun improving my marksmanship.
One day a friend was rowing me on a little river. A bird lighted on a
swaying branch high above our heads. The boat was moving and the branch
of the tree was moving. I took a chance shot. I killed the bird. I guess
both the bird and myself were equally surprised. But I am sorry I shot
the bird. It is not good to kill song birds. I wish I had taken its picture
instead.

M. K.

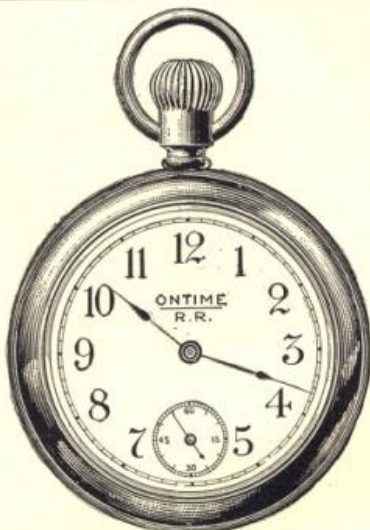
"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

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This is a full size illustration of our On Time Railroad Watch. Stem wind and stem set; dust proof snap on back; heavy beveled crystal; full nickel plated and polished; open face.....Each **\$1.50**

Usual Trade Discount.

CAIUS JULIUS CAESAR

Arranged the Julian Calendar, which we are still using. By having a leap year every fourth year he adjusted himself to the solar system. But nevertheless and notwithstanding, Caius Julius never had the pleasure of carrying a timepiece like the above. He had to depend upon a sun dial, and when it was cloudy he just took a chance on getting home in time for dinner. Mrs. Caesar—so we are told—was above suspicion, but I have often wondered why the same thing was never said about Julius. Probably it was because he didn't have a watch. M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



ABSOLUTE SAFETY

Not only is the Colt's Automatic the fastest shooting arm manufactured, but it is so simple in its operation and so equipped with safety appliances that its accidental discharge is impossible.

After the most exacting tests the 45 caliber Colt's Automatic has been adopted by the U. S. Government.

25 and 32 Calibers are the Pocket Sizes

No. 2252AA—25 caliber, length over all $4\frac{1}{2}$ inches,	
weight 13 ounces. Each	\$20.00
No. 2323 $\frac{1}{2}$ AA—32 caliber, length over all, $6\frac{3}{4}$ inches,	
weight 23 ounces. Each	26.00

Usual Trade Discount.

IN THE ARTICLE

About the courthouse shooting at Hillsville, Va., I noticed that all of the Allen family carried Colt's revolvers. It seems to me if I were a judge in that section I would have everybody who entered the court room searched for arms before I sat on the bench. If I couldn't do this, I think I would ask the State to provide me with a bullet-proof compartment to sit in while I presided over the court. If in *The Gimlet* I had described a shooting such as occurred in this courthouse, all the weak-minded would have said that I was dealing in melodrama; that such a thing never would happen in real life. But as it has been remarked before, "truth is stranger than fiction."

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



A SHOW WINDOW ATTRACTION

THIS illustration shows a miniature base ball field, with grand stand and game in full swing—when placed in your show window, commands instant attention. Forty inches wide, twenty-three inches high; diamond is semi-circular; each player is an individual cut-out. All finely lithographed in attractive colors.

We furnish this to handlers of Diamond Brand base ball goods. Do you want it? Full information sent on request.

YOU CAN'T ADVERTISE

More profitably anywhere than in your show windows. All dealers agree on this one point in regard to advertising. In some of the larger cities dealers in good locations rent their show windows to manufacturers and jobbers to advertise their lines. This base ball game is one of the most attractive show window displays we ever worked out. It always draws and holds a crowd. Take my word for that.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

ROME NICKEL PLATED COFFEE POTS



This illustration shows the No. 2651 series of Rome fancy coffee pots (also made in tea pots, No. 2601 series); made of heavy nickel plated copper with silver lining; seamless body joined to seamless breast; embossed lip; black enameled handle and knob.

No. 2651—1-pint	-----	per dozen, \$19.00
No. 2652—2-pint	-----	" " 20.50
No. 2653—3-pint	-----	" " 21.50
No. 2654—4-pint	-----	" " 22.50

Usual Trade Discount

THE OTHER DAY

In a far-away city, as I was rubbering around, just like the Rube that I am, I happened to see a well-lighted show window full of Rome nickel-plated ware. It was arranged with a very dark background. The window sure did look fine! Just try a show window display of these goods. Arrange the goods on steps. But be sure to have plenty of electric lights. M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



Diamond Edge Axes

The above illustrations show our three best selling single bit axes. They represent the acme of perfection in axe making. They are hand tempered, finely finished, and carefully tested before leaving the factory. We carry all the popular styles of axes under our private brands and the manufacturers' brands as well.

We ask you to let us quote
our line before you purchase.
We want your order.

ONCE UPON A TIME

I recommended the name "Idiot Child" as a brand for a line of axes. But that was a long time ago. Now a more appropriate brand in the present axe situation would be, the "Dove of Peace." Times do change! Other brands of axes may come and go, but the good old reliable DIAMOND EDGE axe has been a quality pledge since the year 1864, when the first axe by that name was put on the market. That's a long time ago, but the quality to-day is just as good, or better, than the quality then. As the great shoemaker, A. D. Brown, expresses it, "Keep the quality up."

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



A GOOD COMBINATION

*Rugby Bicycles equipped with
Corbin Duplex Coaster Brake.*

For durability, ease of running and symmetry of lines, Rugby Bicycles have no equal—when equipped with a Corbin Duplex Coaster Brake you can depend on absolute safety.
Bicycle catalogue ready. Write for it.



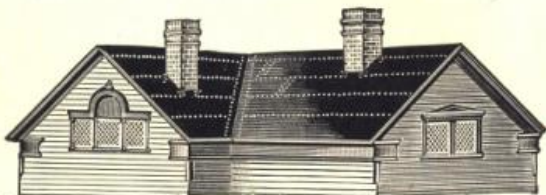
RUGBY IS OUR TRADE MARK

For a whole line of bicycles and sporting goods. Did you ever read "Tom Brown at Rugby?" It's a delightful story of the adventures of a manly boy at an English school. They have some queer ideas of training boys at Rugby and other English schools. But of one thing we are certain, and that is the whole world owes the English a great deal for what they have taught us in the way of a love of healthy, manly, outdoor sports.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



NORLEIGH RUBBER ROOFING

Norleigh Roofing is long fibre wool felt, thoroughly and uniformly saturated, non-volatile bituminous compound producing a tough and pliable roofing. Does not contain tar and will not taint rain water. Resists heat without deterioration; does not absorb water; is fire resisting and is not affected by cold.

Norleigh Roofing is a strictly first class high grade roofing and the equal of any roofing on the market.

			Per Roll
No. NR1.	1 Ply	-----	\$1.60
No. NR2.	2 Ply	-----	2.00
No. NR3.	3 Ply	-----	2.40
No. NSR1.	1 Ply, Sanded	-----	1.60
No. NSR2.	2 Ply, Sanded	-----	2.00
No. NSN3.	3 Ply, Sanded	-----	2.40

Usual Trade Discount.

EVERY NEW THING

Has to make its way against prejudice. When this kind of roofing was first put on the market it was looked upon with suspicion—but now all that is changed. Properly prepared felt roofing has made a place for itself. It is being sold in immense quantities all over the country. It does the work, is cheap and is easy to put on. The hardware dealer who does not carry and sell this roofing is missing a point in the game.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



JERSEY ICE CREAM FREEZERS

ENCLOSED GEARING

The gearing is enclosed to protect it from salt and ice and to assure its easy running properties.

ACTION

The can and dasher revolve in opposite directions while the automatic twin scrapers remove the cream from the sides of the can as fast as it freezes.

THE CAN

Extra heavy XXXX tin can with drawn steel bottom that will not break, leak or rust out.

THE TUB

Made of selected white pine, with electrically welded galvanized iron steel hoops that will not loosen or drop off.

Made in all sizes and style from one to thirty-two quarts. Catalogue and prices sent upon request.

THE WORD "JERSEY"

Reminds me of several things. One is the Jersey cow that gives such smooth, fine cream. Another is the Island of Jersey where King Edward used to go. Another is the "Jersey Lily," who lost the friendship of the king—so the story goes—because she slipped a piece of ice down his back. Careless Lily! Edward VII. may have had his faults, but he was a very human individual. Therefore, faults notwithstanding, we love him still.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



How is This Price?

This Minnow is Equipped with an Extra Casting Weight which may be Tied on the Line to Give Additional Weight.

Length of Body $1\frac{3}{4}$ inches;
One No. 1/0 Bright Treble Hook Hung at Rear in Handsome Tri-colored Buck Tail and Feather Tying; Weight Approximately $\frac{1}{2}$ -oz. One Gold Plated Spinner.

No. 50—Fancy Sienna Yellow.

No. 51—Blended Gold.

\$1.80
PER DOZEN

USUAL TRADE DISCOUNT

FROM JAPAN

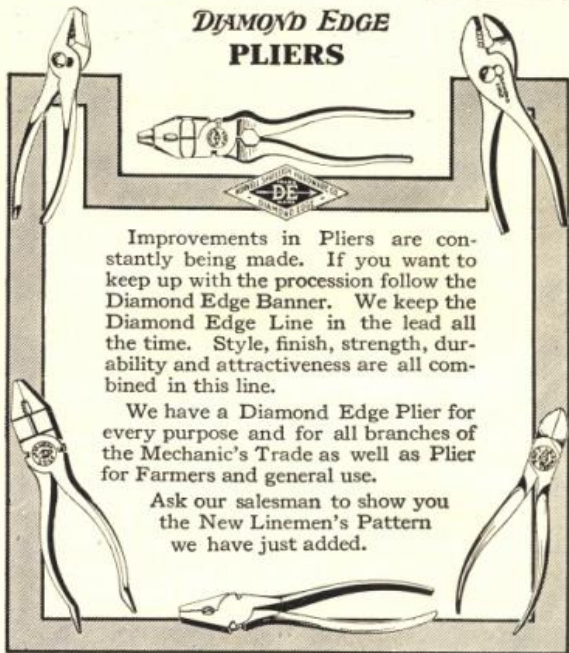
A friend brought me a little bronze bell with a long streamer attached to the clapper. On this silk streamer are Japanese characters. When the bell is hung in a window, when the wind blows the bell tinkles. This reminds you of the inscription. A Japanese friend told me that the inscription on my bell reads, "A wise man occasionally takes a day off and goes fishing."

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

DIAMOND EDGE PLIERS



Improvements in Pliers are constantly being made. If you want to keep up with the procession follow the Diamond Edge Banner. We keep the Diamond Edge Line in the lead all the time. Style, finish, strength, durability and attractiveness are all combined in this line.

We have a Diamond Edge Plier for every purpose and for all branches of the Mechanic's Trade as well as Plier for Farmers and general use.

Ask our salesman to show you the New Linemen's Pattern we have just added.

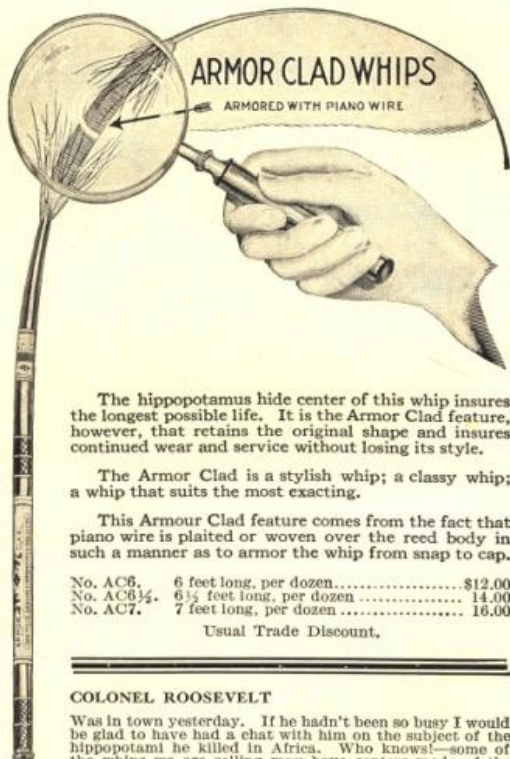
OUR DIAMOND EDGE FAMILY

Is a very large one. If you will take the new tool section of our catalogue and count the number of kinds of tools, and the different sizes of each tool, you will see that the DIAMOND EDGE line embraces a larger variety and a greater number of sizes of tools than any other line of tools under one brand in the whole world. Every time a mechanic buys one item in the DIAMOND EDGE line and is pleased with the quality, it is easier to sell him another tool under the same brand. In selling a long line of goods under one brand, you get the full benefit of what might be called "cumulative quality." It is just like cumulative dividends on preferred stock.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



The hippopotamus hide center of this whip insures the longest possible life. It is the Armor Clad feature, however, that retains the original shape and insures continued wear and service without losing its style.

The Armor Clad is a stylish whip; a classy whip; a whip that suits the most exacting.

This Armour Clad feature comes from the fact that piano wire is plaited or woven over the reed body in such a manner as to armor the whip from snap to cap.

No. AC6.	6 feet long, per dozen.....	\$12.00
No. AC6½.	6½ feet long, per dozen	14.00
No. AC7.	7 feet long, per dozen	16.00

Usual Trade Discount.

COLONEL ROOSEVELT

Was in town yesterday. If he hadn't been so busy I would be glad to have had a chat with him on the subject of the hippopotami he killed in Africa. Who knows!—some of the whips we are selling may have centers made of the hides taken from some of the animals killed by the great American hunter. Speaking of hides, I wonder if the Colonel's or somebody's else hide will be nailed on the door before many months have passed.

M. K.

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The Gimlet

NAME REGISTERED



A MONTHLY MAGAZINE FOR
HARDWARE BOSSES AND THEIR CLERKS

Vol. V

MARCH, 1912

No. 2

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MIKE KINNEY, Teamster and Editor
c/o NORVELL-SHAPLEIGH HARDWARE CO.
ST. LOUIS, U. S. A.

Subscription Price — — — — 10 Cents per Annum

THE BLUFF OF ART

An Essay by MIKE KINNEY
Teamster and Editor

The bulk of mankind are schoolboys through life.

—Thomas Jefferson.

HERE'S where I lose all my artist friends. I feel I am competent to write about artists and about art because I am an artist myself. At least I am told that I have the *artistic temperament*, even if—by accident—I do haul hardware for a living. I have associated with artists of various kinds and degrees for a good

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many years, I have studied them at first hands, and certain impressions in regard to artists have been engraven indelibly upon the tablets of my alleged mind.

In the course of my checkered career I have run across many bluffs, but I think that the artistic bluff attaches the whole bakery; compared with other bluffs it looks like a mountain cake alongside of a ginger snap. When a child shows a strong disposition to draw pictures or play the piano, the rest of the family being common ordinary mortals, throw fits in ecstasy of admiration over the proceedings of this child. Right in the beginning the artistic child is made to believe that he is "It" with a big "I." He is dragged out to draw pictures for company or to show what he can do on the piano. Of course, the visitors pat him on the head and tell his parents that he is a sure enough genius. The child does not



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repudiate these opinions. It does not take him long to make up his mind that he is *different* from other children, and he never gets away from this idea as long as he lives.

As our young artist grows up the entire family bows down to him, or to her, as the case may be. *Any one with the artistic temperament is never expected to do any work.* If you get up early in the morning just put it down as a cinch that you are not artistic. The proper thing to do, if you are a young lady, and if you are artistic, is to lie in bed every morning and let your mother or sisters wait on you. Don't ever forget yourself into doing any part of the housework. How can you dream beautiful dreams while bending over a cook stove or manipulating a carpet sweeper?



If you are a young man, and if you are artistic, the same rule holds good. You must remember that you are not common and ordinary like most people. In you there is a big spark of the divine—of that kind of divinity that shuns any form of actual manual labor. Of course the family will decide to send you to some art school. In order to do this it may be necessary for your father to work long hours and for your mother and sisters to wear shabby clothes. But don't mind that—they have the satisfaction of knowing

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that there is a genius in the family, and it is a real pleasure for them to do without things so that they can send you your monthly allowance at regular intervals.

Oh, my! Oh, my! How much of this sort of thing I have seen! I have come in contact with



it at both ends of the line. I have visited the family and have listened to them rave over the letters they had just received from Angelina who was finishing her musical education in Vienna.

The whole family were cheerfully sacrificing themselves and doing without things to help along Angelina's future operatic career. And hist! I have met Angelina in Vienna, and I have supped with her in some of those nice little Austrian cafes. At first Angelina gave me the artistic bluff, but when she saw that it wouldn't work, she came down off the perch and told me the true story of her life.

Now, what could Angelina do? She, of course, soon realized when she was up against real talent in music, that she didn't stand the slightest show in the race. She knew that she was a 22 short in a 45-90 class. But she didn't dare write this home to her family.



She had had the fact that she was a genius, and that she had a wonderful voice,

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preached to her since she was a child. The family had invested so much coin in her future that she couldn't write home and tell them that her future as a musician was an iridescent dream. So Angelina over in Vienna kept up the bluff, went with musical people, had a good time, learned a whole lot about European manners and customs, and wrote nice letters home telling about her musical progress.

Angelina was a was one of the class their limitations. last summer, I Americans with *ments* who were still seriously. The of one American known for years in Paris studying took me around to Well, of course, I and it sounded



bright girl and she who soon find out But over in Europe, met other young artistic *tempera-* taking themselves charming daughter family that I have and years was over the piano. She hear her play. am no musician pretty good to me.

But I got right next to the French teacher and I could see from the expression on her face that it was just a "hold up" game pure and simple. How they did throw it into this young woman about her progress in music! I don't know how much she paid, per lesson, but I am sure it must have been a fancy price because she had the finest instructors in Paris. They just jollied her along from week to week, and from month to month, and all the time the dear family in the U. S. sent along the mazuma for the high-priced music lessons and living expenses.

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Then, dearest, you know that in the foreign capitals there is such charming artistic, literary and musical society. On account of my personal literary affiliations, I was invited to several of these parties. Some were given by painters in their studios; other musicals were given in the homes of certain rich people who honored themselves in honoring the artists. Well, well, I can't let myself loose and write about some of the things I saw, not to mention some of the things I heard. Of course, most of the foreign artists wear long hair, big ties, velvet coats, and look as if a bath tub were simply a memory of their early childhood. I won't attempt to describe some of the literary and artistic ladies I met. I never could exactly figure out to what era of history their style of dress actually belonged.



Now, brothers, just imagine a sweet young American girl, raised over here with our ideas of freedom—because our men have some sense of honor—being turned loose in this foreign bunch. Actually, at one muscial it made my flesh creep to see one of our beautiful, clean, wholesome

American girls being handled by these long-haired, greasy-complexioned foreigners. But do you suppose I dared to say a word to her about what I thought? Not on your tintype! On the other hand, after the musical we went to a cafe and had a little supper, and I listened to her enlarge upon the advantages of foreign society over American

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society. While I boiled inwardly I heard her tell how much better she liked foreign men than she did the American variety. She passed out just about the same line of talk that Elinor Glyn did when she arrived in New York, about American men thinking of nothing but making money, while the foreigners had such *artistic temperaments*. Gee whiz! I nearly blew up when I thought of this girl's white-haired father and her brothers working like slaves to give her the finishing touches to her musical education.

Of course, I am only a common teamster and maybe my ideas are all wrong, but I would hate to see any young girl I cared for packed off to Europe to live in Paris or Berlin, with the idea of finishing off her artistic education. It might be all right if the family were along, but let me tell you I saw enough of this sort of thing last summer to convince me that when a young lady goes over there by herself and stays several years, you might as well bid her good-bye forever, so far as her being satisfied to return to this country is concerned and take her place in the home circle again. The same thing is true of the young man. The trouble is that most of them, even if they have talent, *will not work*. They grasp the appearance of things, instead of the reality. They go through the form of being artists, instead of getting down to tacks and learning to be good workmen. There is nobody over there to make them work. There is no home influence. On the other hand, all the influences are of the wrong kind. Religion is a joke. Morality is for old-fashioned people. The philosophy of the art student seems to be—Eat, drink and be merry, for to-morrow we die—and in the meantime let somebody else pay the bills.

This is not true of all the students. Probably one in a thousand does work hard and does amount to something. I am writing, not of the one, but

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of the other nine hundred and ninety-nine who are going over every year to Europe to make the bluff at art.

Then let me turn the calcium light of my intelligence upon art as we see it in this country. Let's suppose that in New York you have the entree to the artists' studios. What a lot of talk there is, to be sure. Everybody goes around to see art exhibitions. The most delightful little teas and suppers are given in the studios. There are any number of art clubs, guilds and societies. But, my dear Mabel, it's all talk—talk—talk. Get into this bunch and they will talk art to you until you are dizzy. But do they work? Not if they know it! They are so Bohemian! They pride themselves so much on their unconventionality! In New York one can be so free of restraint!

Do you know that a very large percentage of the population of New York actually lives on the remittances that are sent from all parts of the United States to those who are studying art, literature and music in the Metropolis? Do you suppose that after spending a few years in New York any of these students will ever return to Podunk or Poseyville and shine in the society of their home towns?—Jamais!

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I know a certain shoe salesman who travels out of St. Louis. Years and years ago he sent his sister to New York to complete her artistic education. She is a charming woman, highly cultured, but I have never heard of her doing anything except rock in a rocking-chair and discuss art. This poor young salesman wanted to get married. He couldn't support his sister and a wife also, and so his sister broke off the engagement. He still supports her. She still rocks in the rocking-chair in New York, and when I meet her among my other artistic friends she holds up her lorgnette, looks at me, and says, "Oh, yes, Mr. Kinney, you are from St. Louis. You know my brother, don't you?" When her brother occasionally goes east she is real nice to him, but he never stays long and therefore his visits are not very embarrassing. A shoe salesman would hardly mix well with our artistic set, don't-cher-know. But we are willing to endorse remittances even from the in-artistic.

Then these unmitigated bluffers, when they do happen to paint a few pictures, ask prices for them that make your eyes stick out. Once at an art exhibition, I actually thought of buying a picture or two by New York amateur artists, but when I inquired the price I almost had an attack of angina pectoris. That is part of the bluff.

Do you suppose a great artist could afford to sell a picture



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that it had taken him only two hours to paint, for less than \$200.00? No, sir! To make a low price on his picture would be a reflection upon the artist's ability. Just think what this picture will be worth some day when this artist achieves a great name and then succeeds in dying! I am willing to take a long chance at almost any kind of speculation—in my life I have invested in many 50 to 1 shots—but I back down at the chance of buying some of these pictures in the hope of their priceless value after the artist's death.



When their relatives finally die off or get tired of putting up the coin, these artists sometimes are put to the extreme necessity of teaching drawing in schools. This is a horrible anticlimax. But all through their lives they go on wearing their hair long, doing just as little work as possible, smoking cigarettes, looking down with severe

contempt upon the working people in the world, and finally dying in the supreme belief that all of their lives they were geniuses and entirely different from other people.

Well, what of it? They manage to pull through somehow, whether they pay their bills or not. They rail at the commercial spirit of the age. They say that art is not appreciated. Notwithstanding, unless I can't read the newspapers straight, higher prices are paid to-day for great

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paintings than ever before in the history of the world. I wonder if it has ever occurred to some of these bluffers that the trouble is not with the commercial spirit of the age, but with the character of their work and with the prices they have the nerve to ask for it. I wonder if it has ever occurred to them that while other men are working hard and seriously to make a living, they are simply dawdling and chattering about art as the years pass by. Instead of *doing* the thing, most of them are *talking* about doing it. Let me repeat that they are grasping at the shadow instead of the substance.

If I didn't have the artistic temperament myself I would write a better article than this. I would divide the article up into music, painting and literature. I would say what I thought about each of the several classes of artists. I would write in a manner that would make Balzac look to his laurels as a descriptive writer. But you see I am artistic—I object to work. Having written this much I will read it to my friends and then put in a week or two talking about this article which I have dictated in fifteen minutes. I will make several "smoke talks" on the subject. I will explain at the Artists' Guild how I happened to write this article.

You know, my dear sister, that art is a modern thing. In the old days when such men as Raphael, Titian, Velasquez, Rubens, Van Dyke, Da Vinci and the long list of great painters painted, they were not artists. These men learned how to mix their own paints. They learned their business as apprentices, just as a plumber to-day learns his business. When a young boy was apprenticed to a famous painter, he belonged to him; he lived

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in his family. If the boy worked he was encouraged. If he would not work, or if he did not have any ability, he was sent back to the farm. These young painters did all kinds of menial work. They filled in backgrounds. They did exactly what their masters told them to do. They knew nothing but work. They were not Bohemians. Work with them was a serious matter. They were not a privileged class.

Last summer, when I took that wonderful trip through the chateau districts of France, I read as I traveled. I learned that the stonemasons of the Sixteenth Century became great architects.



I never before in all of my travels saw such marvelous stonework. These men dedicated their lives to their work. They worked passionately, to express themselves in the beautiful things they did with their hands. They were not artists—they were just stonemasons—but many of the things they did have never since been improved upon.

A young friend of mine who is an artist is also an architect. His family sent him to Europe to finish his education. He traveled all over the Continent. He built a house for another friend of mine, and when the house approached completion it was found that the grand stairway in the hall bisected a beautiful stained-glass window. It was neces-

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sary either to remove the stairway or to dispense with the window. But my young friend, the architect, can tell the most charming stories of some of his adventures while studying art in Europe.

Then there was Benvenuto Cellini. Did you ever read his autobiography? If you haven't, and if you want to know just how people lived in about 1500, this book will pay for a trip to the nearest Carnegie library. Personally, I think Benvenuto was a cheerful prevaricator, but he does give a most graphic account of the times in in which he lived. He was a silversmith, but he was prepared on short notice—for a consideration—to turn out a little silver bowl to please my lady, or to design and cast a monumental bronze statue. Those were the days of great *workmen*! What I think we need in these days are fewer artists and *more real craftsmen—real workmen who know their business.*

In the meantime allow me—in behalf of the amalgamated society of artists who are industriously pursuing their studies in all of the great capitals of the world, who have their eyes fixed steadfastly upon the laurel wreath of immortality—to remind all those who have the honor and privilege of sending us remittances to kindly mail them promptly, and if it is possible, by denying yourselves a little more, to increase the size of the measly stipend.

Some day one of us out of every thousand will make his family proud of him. You will be glad that you sent us to Paris, to Berlin, to Vienna, to London, not to mention New York. Of course, nine hundred and ninety-nine of us may simply enjoy ourselves at your expense, but just think of that one-thousandth genius who will dazzle the

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world. Isn't it worth while for one thousand families in this great country to skimp themselves in order to produce one artist who will get down to work in earnest and in the end pay his relatives back the money they advanced him for board and lodging?

Selah! I have said it.

Mike Kinney

Teamster and Editor

P. S.—For further information, all artists visiting St. Louis are invited to call on me on Tuesdays and Thursdays, at 4.00 p. m., and have tea on my shipping platform.



I have ever found, in my progress through life, that acting for the public if we always do what is right, the approbation denied in the beginning will surely follow in the end.

—Thomas Jefferson.

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POOR RICHARD'S MAXIMS

(Benjamin Franklin)

You may drive a gift without a gimlet.

If you'd have it done, go; if not, send.

Never entreat a servant to dwell with thee.

Tart words make no friends; spoonful of honey will catch more flies than gallon of vinegar.

Keep thou from the Opportunity, and God will keep thee from the Sin.

The learned fool writes his nonsense in better language than the unlearned, but still 'tis nonsense.

To be intimate with a foolish friend is like going to bed with a razor.

Be civil to all; social to many; familiar with few; friend to one; enemy to none.

Necessity never made a good bargain.

He that would catch fish must venture his bait.

Many a man thinks he is buying Pleasure, when he is really selling himself a slave to it.

Reading makes a full man—meditation a profound man—discourse a clear man.

The creditors are a superstitious sect, great observers of set days and times.

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THE VALUE OF FRIENDS

EVERY young man at the beginning of his career should be instructed in the gentle art, not of making enemies, but of making friends. One who stands at the summit of life and looks backward over the long and winding path that leads to the crest of the hill, sees in his own experience where good friends have not only helped him out of many difficulties, but have put him in a position to make much substantial progress.

It is not only pleasant for the young to cultivate friendships, but it is exceedingly profitable. Still you will find that many young men are diffident and backward. They think that they are modest, when, as a matter of fact, this apparent modesty is nothing but *self-consciousness*. They are afraid to make any advances to others, especially to older persons, for fear that their advances might be met with a rebuff. They wonder how they will look, or how their remarks will sound. Take the advice of an old teamster, my young friend, and quit worrying about these things. Don't be afraid to make friendly advances, even to older people. Don't worry about how you look or about what you have to say. Occasionally you may be rebuffed—but what of that? It won't kill you. And on the other hand, if you will reach out across the abyss that divides people you will find many a lonesome, weary soul that in silence has been yearning for the kind word and the gentle handclasp.

The busy world is to-day suffering from a lack of brotherhood. Inwardly we all are afraid of each other. It's a great thing just to be able to forget yourself, and when you do you will be

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surprised at some of the wonderful things you can learn about other people. Here is a little quotation I picked up the other day. It is from Wendell Phillips' speech on Lovejoy:

"What world-wide benefactors these 'imprudent' men are! How prudently most men creep into nameless graves; while now and then one or two *forget themselves into immortality.*"

Do you know who Lovejoy was? If you don't, hike thee to the nearest Carnegie, my young friend, and see the clerk at the card system. Maybe it would do thee good to read all of that speech of Wendell Phillips, as well as the above quotation.

What a lot of stories I could tell of how young men have been helped by their friends! Some day I think I may write a little book just on this subject and tell some of these tales. None of us ever knows what is just around the corner. Sometimes when things look the darkest that is the time when a friend rises up and gives you a new and better grip on life than you ever had before.

Then when you meet strangers you never know exactly who they are. One shabbily dressed old man walked into a hotel in Kansas City and asked for a room. He carried no baggage with him. The clerk politely informed him that he would have to pay for the room in advance. The old man reached into his pocket and took out a big bunch of crisp, new \$10.00 bills. He signed his name on one of these bills and handed it to the clerk. He was the president of one of the largest national banks in the West.

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I know a bright young fellow who was so poor that he had to work his way through college. But at college he made friends with the son of a great western merchant. He also made other friends. He had the habit of making friends. He had pleasant ways and a sympathetic manner. He could say things gently and pleasantly in a very attractive voice. You couldn't help liking him. I like him myself. Well, when his young western friend returned home, after a while he became very prominent in his father's business. He sent for his old college chum. It wasn't many years before this chum was one of the leading officials in his friend's business. Incidentally, with his pleasant ways and gentle voice he won and married the richest girl in this western city. Every now and then he went back east to the annual foot ball game of his old college. Among the friends he had left in the East was one who, among his miscellaneous assets, owned a national bank. It happened that he was looking for the right man to make him vice-president of this bank, and one day he wrote to this "boy" who had worked his way through college and invited him to come east at a large salary. Of course, our friend did so hate to leave the West! All eastern people who come west are always sorry to have to return east. I guess you have noticed that. But like ministers who get not only "a call, but a raise," he sacrificed himself because in the East he saw a wider field

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of usefulness. And so he went back to New York with his western heiress, and the other day I heard that the baby was a girl.

I never tell anything but really true stories in *The Gimlet*. Once when I was a sales manager I was sent out on the road to find out why a certain young salesman joined the "Disappearing Club" at intervals. Well, I found out. I returned home and I told the boss, and I also told him that this young man was one of the smartest fellows he had on his pay roll. The boss didn't know whether to fire the young man or to give him a raise in salary, but finally he decided to bring him home. This young scapegrace was not only smart, but he could make more friends to the square minute than any one I ever knew. He had nice ways, a pleasant voice, and he always dressed neatly and modestly. For a while he was my assistant. Then he went into the buying department. A steel magnate used to occasionally visit our city. Through a friend he met this young fellow. But why drag out all of the harrowing details? Our young friend went with the steel magnate, and to-day he is first vice-president of one of the biggest steel companies in the country. He is a rich man, and he draws a salary that makes that of a humble teamster look like thirty cents.

Now, I have often wondered if I had not gone out on the road to see why this young man occasionally disappeared, and if his pleasant voice had not attracted me and I had not made such a good report, whether he would have ever been invited into the house, and if he had never been invited into the house whether he would ever have met this steel magnate, and if he had never met this steel magnate whether he would not still be carrying a grip and prevaricating about his annual sales.

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Before I close I must tell you of another young man: He traveled in the Ozarks of Missouri. He was as green as a gourd, but he had a pleasant way and the knack of making friends. I recommended him also for a position in the house. All that he wanted was a start in the right direction. To-day he has a fortune, and is the vice-president of a great hardware jobbing house.

There was still another young man. He used to be a special fishing tackle salesman. He could hand out more interesting dope about a trout fly than any salesman I ever knew. He made a trip with me once on the road, and as I watched him sell sporting goods I marked him for a winner. A crucial time came in his affairs. There was a big opening, but still with the opening there was a chance. He took my advice. He took the chance. To-day he also is rich, is an official in a large corporation, and draws a salary as big as the annual sales of a good many retail merchants. Suppose this young man had never taken that trip with me as a special sporting goods salesman. Suppose he had not attracted me by his voice. Who knows? To-day he might still be explaining why, on a bass rod, the reel is in front of the grip, while on a trout rod the grip is in front of the reel.

Boys, I could tell you a hundred stories in my own personal experience of young men who have been started on the road not only to honor but to wealth by a friend who took an interest in them at the critical moment.

Therefore, guard your voices. Cultivate a friendly voice. Do you remember what old Walt Whitman wrote about voices? It comes to me as I dictate these lines. Read it and think it over:

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"Oh, what is it in me that makes me tremble so at voices! Whoever speaks to me in the right voice, him or her will I follow."

How many men have helped you just through friendship and good will, and how many men have you helped for the same reason? Say, boys, take the advice of an old teamster—never miss an opportunity to make an agreeable impression—watch the tones of your voice!

Mike Kinney

Teamster and Editor.

THE TARIFF?

Instead of embarrassing commerce under piles of regulating laws, duties and prohibitions, could it be relieved of all its shackles in all parts of the world; could every country be employed in producing that which Nature has best fitted it to produce, and each be free to exchange with others mutual surpluses for mutual wants, the greatest mass possible would then be produced of those things which contribute to human life and human happiness; the numbers of mankind would be increased, and their condition bettered.

—Thomas Jefferson.

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POEMS OF OUR CHILDHOOD

Under this heading, from time to time in The Gimlet, I will reproduce some of the good old poems that were read to us when we were children. Probably many of our readers have heard the following poem at their mother's knee. It may bring back to you, as it does to me, sad, tender memories of the days that are gone:

ROCK ME TO SLEEP

Backward, turn backward, O Time, in your flight,
Make me a child again just for to-night!
Mother, come back from the echoless shore,
Take me again to your heart, as of yore;
Kiss from my forehead the furrows of care,
Smooth the few silver threads out of my hair;
Over my slumbers your loving watch keep,
Rock me to sleep, mother, rock me to sleep.

Backward, flow backward, O tide of the years!
I am so weary of toil and of tears—
Toil without recompense, tears all in vain—
Take them and give me my childhood again!
I have grown weary of dust and decay—
Weary of flinging my soul-wealth away;
Weary of sowing for others to reap;
Rock me to sleep, mother, rock me to sleep.

Tired of the hollow, the base, the untrue,
Mother, O mother, my heart calls for you!
Many a summer the grass has grown green,
Blossomed and faded, our faces between;
Yet, with strong yearning and passionate pain,
Long I to-night for your presence again.
Come from the silence so long and so deep;
Rock me to sleep, mother, rock me to sleep.

Over my heart in the days that are flown,
No love like mother-love ever has shone;
No other worship abides and endures—
Faithful, unselfish and patient like yours.

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None like a mother can charm away pain,
From a sick soul and a world-weary brain.
Slumber's soft calm o'er my heavy lids creep;
Rock me to sleep, mother, rock me to sleep.

Come, let your brown hair, just lighted with gold,
Fall on your shoulders again, as of old;
Let it drop over my forehead to-night,
Shading my faint eyes away from the light;
For with its sunny-edged shadows once more
Haply will throng the sweet visions of yore;
Lovingly, softly, its bright billows sweep—
Rock me to sleep, mother, rock me to sleep.

Mother, dear mother, the years have been long
Since I last listened your lullaby song.
Sing, then, and unto my soul it shall seem
Womanhood's years have been only a dream.
Clasped to your breast in a loving embrace,
With your light lashes just sweeping my face,
Never hereafter to wake or to weep—
Rock me to sleep, mother, rock me to sleep.

Florence Percy (pen name)

Elizabeth Akers Allen.

TRUE REST

Rest is not quitting
The busy career;
Rest is the fitting
Of self to one's sphere.

'Tis the brook's motion,
Clear without strife,
Fleeting to ocean,
After this life.

'Tis loving and serving,
The highest and best;
'Tis onward, unswerving,
And this is true rest.

—Goethe.

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MORTUARY MANNERS

WE have here in our town a millionaire by the name of Zachariah. No, he's not a Hebrew. His friends call him "Zach" for short. His is one of the clearest and most brilliant minds that this teamster has ever rubbed up against, but he is a pessimist right. His name instead of being Zachariah should be Jeremiah. His friends should call him Jerry instead of Zach.

There are several of us financiers, bankers, plumbers and teamsters who eat lunch together from time to time. Whenever anybody in the bunch gets enthusiastic and slops over on any subject, Zach fixes them with his eagle eye and then starts in asking questions. One of our members is very religious. He was connected with a men's religion and forward movement. Zach wanted to know all about this movement and just what they were trying to do. He wanted a good definition of religion, anyhow. Whenever I eat with this crowd I always get dyspepsia, because Zach's questions make the blood rush to my alleged mind when it should be otherwise engaged. One of the members of our lunch club said that if he happened to be in bed in the morning, and if Zach called and talked to him, that he would never get up. He would say to himself, "What's the use? Nothing amounts to anything no how."

Our latest discussion was on the subject of correct mortuary manners. Zach 'lows that a man should die like a gentleman. He says when the doctors tell him that he has an incurable disease and is only good for a short time, he should go around to his friends, slap them on the back and say, "Hello, old man, how are you? I myself am likely to die in a day or two, so if you don't

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see me again around the club—so long! Good luck to you!"

Zach is very fond of the ancients. Notwithstanding that he himself is a great orator, you can't drag him out to make a speech. He says, "What's the use? Everybody is talking too much anyhow. The world is being talked to death." He sits at home evening after evening and reads the classics. The older an author is the better he likes him.

According to Zach, there has been only one real gentleman in the history of the world, and that was Socrates. Soc had all the time there was while it lasted. He had been educated as a sculptor, but like most of our artistic friends he retired from work early in the game and devoted the rest of his life to expressing his views on the past, the present and the future. Soc never wrote a line himself—writing was too much like work; all we know about him was written by others who enjoyed his conversation. Soc kept down his wants, as he preferred financial independence to an automobile.

Zach says that Soc was not only one of the most perfect gentlemen in history, but that he set an example to all succeeding ages in correct mortuary manners. When his time came he assembled his friends around him and they held gentle converse. He quietly drank a large dose of hemlock, and then told several good stories. When he felt the poison getting in its work he bade his friends a pleasant and affectionate farewell, lifted his garment over his face, and took his lone flight into unknown worlds.

MIKE KINNEY,

Teamster and Editor.

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AN EXPENSIVE PICTURE

A Sad Story by MIKE KINNEY, Teamster and Editor

SPEAKING of art, did I ever tell you how we got stung on account of my *artistic temperament*? Last summer in Vienna I bought a beautiful print of the celebrated painting of the Madonna by Kalbach. I mailed this picture to *The Gimlet* to be reproduced for the delectation of our 150,000 weak-minded readers. We received many letters expressing great admiration for this picture. These letters asked where copies of it could be obtained.

Everything was as lovely as a song in spring until one fine day we received a cold and unsympathetic letter from an art dealer in New York City, with some unpronounceable German name, informing us that this picture was copyrighted in the United States, and that unless we came across with a large sum of money we could join some of our steel friends in the penitentiary. Well, what do you think of that when a humble teamster is simply trying to develop a love of the beautiful and true in art?

We called in our attorney, and after looking at the picture and reading the letter from our German friend in New York he said that it was a horse on us. After quite a little correspondence, pro and con, we settled for the small sum of \$250.00 in good coin of the realm.

Say, brothers, when you feel the spiritual uplift of art, when your higher nature is stirred by a beautiful picture of the Madonna, before your love for your fellow men overflows and you

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reproduce this picture for their benefit, just be careful to find out whether or not it is copyrighted, or some German in New York, who has just landed, will be drinking beer and eating pretzels for a year or two at the expense of your sentimentality. I thought we were giving this picture good advertising. We thought this subject of the Kaiser in New York should pay us for making this picture known to the art lovers of the New World. But alas! he and his attorney differed from us, and he made the price of settlement higher just because of the large circulation of *The Gimlet*.

No, brothers, don't start a subscription fund to reimburse me for this set-back in my finances. I know just how you feel about the matter. I know you are willing to promptly remit all the way from \$1.00 to \$5.00 to help out. But don't do it. Let us suffer in silence.

And just to show that we bear our German friend no resentment I below give you his name and address:

Franz Hanfstaengl Fine Art Publishing House,
New York City, N. Y.

If you wish any duplicate copies of Kalbach's Madonna, address this German art dealer direct and he will send them for a small artistic consideration. Heap coals of fire on his head by saying that you read about this picture and his copyright charges in *The Gimlet*.

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DID YOU EVER MEET HIM?

I MEAN, did you ever meet "Bed Rock" Jones? If you haven't, your education in the hardware line is incomplete. When "Bed Rock" Jones, who travels for The Stanley Rule and Level Co., of New Britain, Conn., gets the boys together in the back of the store and starts his class in Stanley tools, there is something doing. "Bed Rock" got his name on account of his partiality for talking about all the good points of the Bed Rock planes.

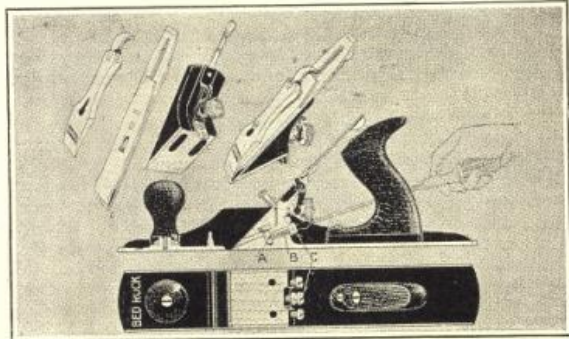
The other day Jonesy came out on my shippin' platform, and after we had gotten through arranging the affairs of the Government, he inserted in the conversation the information that in the past year The Stanley Rule and Level Co. have made a number of changes in Bed Rock planes that have added materially to the value of the line. Then he handed me a circular outlining these changes, which, just to show him that I am game, I am reproducing on the opposite page. These circulars are now ready for distribution, and you can get them from the advertising department of the DIAMOND EDGE emporium upon request.

Whenever you are in town, Jonesy, be sure to come around to see me. I like to chat with a man who thoroughly understands his business.

MIKE KINNEY,

Teamster and Editor

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STANLEY "BED ROCK" PLANES

The absolute solidity and one-piece effect of the "BED ROCK" PLANE is as much a fact as if the parts were all one, for the reason that the entire under surface of the Frog is in perfect contact with the solid seat cast in the Plane Bottom. The Frog and the Bottom are so perfectly fitted together, that from the Plane Iron to the Bottom, the Plane is as one solid piece of metal. This form of construction positively prevents any chance of vibration. The Frog is made with a tongue on the under side, which fits in a groove in the Plane Body. This tongue and groove are made to conform, so that when adjustment is necessary the tongue of the Frog travels in the groove, which insures its being square with the mouth of the Plane, thus preventing any possible shifting or "wobbling." It is held to its seat by means of two pins of large diameter "A," each of these having a tapered hole near the lower end. The two Frog clamping screws "B" have tapered points. These points fit in the holes in the pins "A." The center of the tapered hole in these pins is slightly above center line of the Frog clamping screws, so that when these screws are driven in, they produce the effect of a wedge, drawing the pins downward, and clamping

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the Frog absolutely rigid in its place. If, for any reason, these Frog pins "A" should be taken out of the Plane, care must be used in replacing them to see that the tapered holes come in line with the points of the Frog clamping screws "B." (See cut.)

For the purpose of opening or closing the mouth, as coarse or fine work may require, the Frog may be adjusted either forward or backward without removing the lever and cutter. As it is not necessary to take the plane apart in making any of the adjustments, the liability of losing any of the parts is reduced to a minimum. Simply slacken the tension of the two Frog clamping screws "B," and with a screw driver adjust the Frog as desired by means of the Frog adjusting screw "C" in the center, then tighten the Frog clamping screws "B."

Particular attention is called to the shape of the sides of the Plane. This distinctive feature adds greatly to its strength and stiffness at the point where it is most needed, viz., at the mouth or opening for the cutter, as well as affording large bearing surfaces when the Plane is used on its sides.

THE CUTTER, which is thin and of uniform thickness, backed by the absolutely rigid Frog, is a prominent feature of the "BED ROCK" PLANE. Briefly, its advantages are: 1. Ease in grinding. 2. Less grinding, as a thin Cutter can be kept in condition by honing. 3. Less tendency to "stub off" the cutting edge when honing, hence the original bevel is kept much longer. It is adjustable endwise by means of the adjusting nut at the back of the Frog, and is also adjustable sidewise by a lever located near the top and at the back of the Cutter. It is made of the finest quality English steel, tempered and ground by an improved process and honed ready for use.

The handle and knob are made of thoroughly seasoned rosewood, and highly finished. The shape of the knob is such as to permit of an easy and firm grip.

All "BED ROCK" PLANES have the name "BED ROCK" cast in the bottom, and on the face of the lever, and the name Stanley is stamped on the cutter.

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Those who labor in the earth are the chosen people of God, if he ever had chosen people, whose breasts he has made the peculiar deposit for substantial and genuine virtue. It is the focus in which he keeps alive that sacred fire, which otherwise might escape from the earth. Corruption of morals in the mass of cultivators is a phenomenon of which no age or nation has furnished an example. Generally speaking, the proportion which the aggregate of the other classes of citizens bears in any state to that of its husbandmen, is the proportion of its unsound and healthy parts, and it is a good enough barometer whereby to measure its degree of corruption.

—*Thomas Jefferson.*

In order to secure my credit and character as a tradesman, I took care not only to be in reality industrious and frugal, but to avoid all appearances to the contrary. I dressed plainly; I was seen at no places of idle diversion. I never went out a-fishing or shooting; a book sometimes indeed debauched me from my work, but that was seldom, snug, and gave no scandal; and, to show that I was not above my business, I sometimes brought home the paper I purchased at the stores through the streets on a wheelbarrow. Thus being esteemed an industrious, thriving young man, and paying duly for what I bought, the merchants who imported stationery solicited my custom; others proposed supplying me with books, and I went on swimmingly.

—*Benjamin Franklin.*

Thou can'st not joke an enemy into a friend, but thou may'st a friend into an enemy.

—*Benjamin Franklin.*

Our people will remain virtuous so long as agriculture is our principal object, which will be the case while there remain vacant lands in America.

When we get piled on one another in large cities, as in Europe, we shall go to eating each other as they do there.

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ANENT ADVERTISING

DO you realize how much we are willing to do to help you in your advertising? I don't think you do. Therefore, I am going to take the liberty of giving you a list of some of the advertising helps we have to offer our customers free-gratis—for nothing.

AD-UNITS.—Each unit a complete advertisement, made in standard single or double column newspaper size, so arranged that any sized ad can be built without setting a line of type. We have these units covering all our trade marked lines, also showing all the popular seasonable items in the hardware line. We are also prepared to write advertisements on special items on request.

ELECTROS.—Will loan electrotypes of any of our special brands.

SHOW CARDS.—We have attractive show cards for nearly all our specialties. This covers cards for show cases, windows, shelves, wall and street cars, also an attractive colored decalcomania for door or window showing the **DIAMOND EDGE** trade mark and the slogan "Diamond Edge is a Quality Pledge."

STORE SIGN.—8 feet long, 2 feet wide, showing the **DIAMOND EDGE** trade mark, the words "Tools and Cutlery," "Diamond Edge is a Quality Pledge," and the dealer's name.

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LANTERN SLIDES.—We can furnish lantern slides covering nearly all our specialties. These are especially good advertisements when used in connection with moving picture shows.

STICKERS.—Small **DIAMOND EDGE** trade marks in colors, for sticking most any place.

MARKING TAGS.—Attractive string tags, lithographed in **DIAMOND EDGE** colors, for marking prices on tools, etc.

DIAMOND EDGE BLOTTERS.
WANT BOOK.

MAIL ORDER BLANKS AND ENVELOPES.

STANDARD HARDWARE LISTS.—On heavy cardboard with eyelets for hanging of the following:

Carriage Bolts.
Machine Bolts.
Miscellaneous Bolts.
Lag Screws.
Nuts and Washers
Iron Wood Screws.
Brass Wood Screws.

TOOL BOOKLETS.—Small folding booklet about 1½x2 inches, showing 15 popular items in the **DIAMOND EDGE** line with brief descriptions of each.

GENERAL HARDWARE CATALOG.

SPRING SPORTING GOODS CATALOG.

BICYCLE and AUTOMOBILE CATALOG.

BASEBALL CATALOG.

BLUE DIAMOND ENAMELED WARE CATALOG.

SHAMROCK ENAMELED WARE CATALOG.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

BLUEBELLE ENAMELED WARE
CATALOG.

THISTLE ENAMELED WARE
CATALOG.

GO-CART CATALOG.

BUILDERS' HARDWARE CATALOG.

Say, brother, don't you think it might be a good idea for you to call for some of these things and start something in your town? If our salesman hasn't talked to you about these and other advertising helps that we have, the next time he drops in try to persuade him to stay long enough to show you the pages in his catalogue on the subject of advertising. I have a horse that is the most nervous and high acting of any in my whole stable. From the way he acts you would think he was the swiftest thing in the shape of horseflesh that ever came down the pike. But hist! This horse has a habit of jumping up and down with his feet—he gets all of his action in the air and very little along the road. Did you ever see a salesman like that?—one of these busy men—the man who is always losing his catalogue and his order book and his pencil. It's wonderful how much ground some quiet people and some quiet horses can cover. They expend their energy horizontally and not perpendicularly—See! Now, what's the matter with getting to work quietly and doing some effective advertising on the **DIAMOND EDGE** line in your vicinity? M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



In answering these want ads, address THE GIMLET, except where special address is given.

FOR SALE.

Half of a \$25,000.00 stock of hardware, farm implements and furniture in good Texas town of 6,000. Fine location. Splendid climate. No trades considered.

Up-to-date stock of hardware, stoves and saddlery in Southeast Missouri town of 10,000 inhabitants. Stock invoice about \$6,000.00. Two railroads in town and located on Mississippi River, giving cheap freight rates. Last year's net gain, \$5,000.00. Reason for selling, ill health.

\$5,000.00 to \$7,000.00 stock of hardware in good Virginia town. Annual business \$15,000.00. Fine opportunity to get good business.

Controlling interest in \$20,000.00 hardware stock in Logan, Ohio. Doing \$60,000.00 annual business. Established thirty years. Reason for selling, account of recent death of one of the members of the firm.

Stock of general merchandise, hardware, invoicing \$7,000.00, in county-seat town in Texas—interior town about twelve miles from railroad, but a good trading point. Party has other interests which require his attention, reason for selling.

Good stock of shelf hardware, cutlery, edge tools, in fact, everything carried in an up-to-date country store invoicing about \$7,500.00, in a small Oklahoma town. Store worth \$3,500.00. Also other residence property valued at \$3,500.00. An excellent opportunity.

\$2,500.00 up-to-date stock of furniture, also carry full line of caskets, paints, etc., in a good Missouri town. Also two-story building 25x40 feet, with work shop and two lumber sheds in rear. Building and ground worth \$1,800.00.

\$4,000.00 to \$4,500.00 stock of hardware, stoves, etc., in a live town of 1,500 inhabitants in East Central Nebraska. Will invoice or sell for \$4,000.00, half cash, balance time. Good business and good reasons for selling.

Hardware stock—no implements—invoicing about \$12,000.00, in Southern Kansas town of 8,000 people. Will sell for cash only. Excellent opportunity.

Hardware and furniture business invoicing about \$5,500.00, in a town of 2,000 people, in the Flathead Valley of Western Montana. Farming, fruit raising, mining and lumbering the resources, besides the Great Northern R. R. division point with a monthly pay roll of \$125,000.00. Any one looking for a first class location will do well to investigate same.

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The Gimlet

In answering these want ads, address THE GIMLET, except where special address is given.

FOR SALE—Continued.

\$15,000.00 stock of hardware, furniture, undertaking goods, implements, buggies, wagons, etc., in Oklahoma town of 300 inhabitants. Cash only. Parties own building 50x90 feet. Two-story brick; 20x130-foot warehouse; 25x50-foot warehouse. Only hardware store in town. Located in first class German community. Annual sales, \$36,000.00. Reason for selling, parties desire to retire from business.

\$3,000.00 stock of general hardware in Southeastern Illinois; large town; good stand. Can arrange terms to suit purchaser. Owner wants to sell on account of sickness in his family.

\$3,000.00 hardware and implement stock in a small Kansas town. \$20.00 rent for store and residence property. Surrounded by good farm land. Good opportunity.

Stock of general merchandise, hardware, farm machinery, etc., invoicing \$20,000.00, located in good farming country in small Eastern Oregon town. \$130,000.00 business in 1910. Owner desires to retire from business, reason for selling.

\$5,000.00 worth of stock in a \$25,000.00 stock in Oregon. Last year's sales amounted to over \$65,000.00. Excellent opportunity to invest in established business.

Plumbing, tinning and bicycle business invoicing about \$2,500.00, in good western town in South Dakota. Big money maker for the right party. Will sell either separate. Terms: One-half cash, balance time.

Stock invoicing about \$25,000.00 of hardware, stoves, implements, vehicles, etc., in large Indiana town. Can be bought under very favorable terms and conditions. Always been a paying proposition and in first class shape. Party can make money there. Owners desire to retire from business.

One-third or one-half interest in an \$18,000.00 stock of hardware and implements in Southern Virginia. One who can take charge of books and accounts and who can assist in selling. Good business and good location.

FOR SALE OR TRADE.

A controlling interest in an incorporated hardware company in a good town in the Joplin mining district of Missouri. Capital stock now \$40,000.00. Fully paid up. Stock consists of hardware, vehicles, implements, stoves, harness, paints and mining supplies. Building owned by the company, equipped with Warren shelving, counter and floor show cases, elevators, etc.

Stock of general merchandise, or one-half interest in same. Stock invoicing about \$16,000.00. Located in best farming town in Pittsburg County, Okla.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

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BUSINESS OPPORTUNITIES.

Opportunity to buy a stock of hardware in Oklahoma. This can be bought at a moderate price and is an excellent chance for any one wanting to go into business in the Southwest. If interested, write us and we will give you full details.

We know of an excellent opportunity where a party can buy part interest in a well-established hardware business in Texas town of 2,500 inhabitants. Also residence property if desired.

Party engaged in the furniture business in a good town in Florida, desires a partner experienced in the hardware business to invest and add a full line of hardware.

FOR EXCHANGE.

48 acres of land, all under cultivation, fenced, complete with house, barns, orchard, plenty of water, located three-quarter mile from Boyd, Ill. Valued at \$60.00 per acre. Will exchange for a good stock of hardware or general merchandise stock valued between two and three thousand dollars.

340 acres of Caney Valley Land, in Matagorda County, Tex., valued at \$17,000.00. Also two dwellings in Bay City, Tex., county-seat of Matagorda County, worth \$6,000.00 for both. Will trade for good hardware stock. West preferred.

A 10-room stone dwelling house in Boulder, Col., price \$6,000.00. Incumbrance, \$3,000.00. Will trade equity for hardware stock located in Southwest Missouri or Southwest Kansas.

PARTNER WANTED.

Hardware concern in Northeast Missouri, first class store, but not enough money to handle the business properly, desires a partner to invest with view of increasing the business. Good opportunity.

Excellent opening in Colorado. Firm now incorporated, \$15,000.00. Annual sales over \$40,000.00. Want to increase capital stock to at least \$25,000.00. Require partner with \$21,000.00 cash to do this, or about \$15,000.00 and buy the business outright.

HELP WANTED.

Harness maker and repairer wanted by Illinois hardware concern to take hold of the shop. Must come well recommended. No boozier wanted.

Central Illinois hardware firm in town of 1,800 wants a good, all-around man that can do furnace work, repair work in shop, plumbing and heating, etc. Wages no object for the right party. Steady job the year round.

Illinois hardware merchant desires party experienced in tinning, plumbing and furnace work. An A-1 position for the right man.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

In answering these want ads, address THE GIMLET, except where special address is given.

HELP WANTED—Continued.

Northern Missouri hardware concern desires a party with experience in tinning and plumbing work. Good position for the right party.

POSITION WANTED.

Position by party with five years' experience in the retail hardware business. 31 years old. Can furnish good references.

Young man wishes position, at present employed as manager of \$8,000.00 stock of hardware. Reason for changing, selling out to settle an estate. Gilt edge references.

Party 38 years of age, with seven years' experience in the retail hardware business. Also one year's experience in the wholesale business, desires position with some good hardware concern. Can give best of references.

A FEARFUL OPERATION

Dr. Wagner put on a doleful look as he said there would be a serious operation at his house that afternoon.

"I do not suppose you will perform it," said the hardware man.

"No," said Wagner, "it is too difficult for me,"—an admission that he rarely made in public.

"What is the nature of it?" said the hardware man.

"Well, sir," said the doctor, "my wife is going to have her kimona cut out."

"What is that?" said the hardware man.

"Why, it is something that covers no part of the body, and touches nowhere."

R. W. Payne.

"DIAMOND EDGE IS A QUALITY PLEDGE"

Union Lock Poultry Fence

AN ABSOLUTELY RELIABLE light fencing fabric able to withstand hard usage and remain firm. The test of years has proven this. Can be safely used next to pasture. Very close meshes, strong, stiff, steel wires; every horizontal wire *twisted into cables* giving tremendous strength.

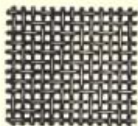
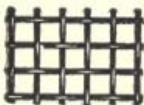
SAMPLES of this splendid poultry fence, also literature, mailed free upon request. We want to show its merits and make favorable quotations for quick shipments.

Frank Baackes, Vice-Pres't and Gen'l Sales Agent

American Steel & Wire Co.

72 W. Adams St., Chicago

The Gimlet



Clinton Wire Cloth

We make many different kinds of Wire Cloth.

We can furnish any mesh from any kind or size of wire.

We carry the largest stock of all the standard grades handled by the Hardware trade, and can ship orders for same at sight.

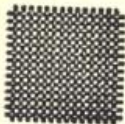
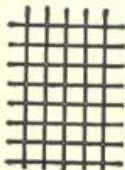
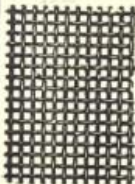
Quality and Finish unsurpassed and guaranteed.

SEND FOR PRICES

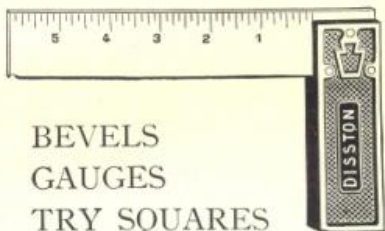
**CLINTON WIRE
CLOTH CO.**

CLINTON, MASS.

Boston New York
Chicago San Francisco



Bear in mind we
manufacture a full
and complete line of



BEVELS
GAUGES
TRY SQUARES
SCREW DRIVERS
PLUMB AND LEVELS
TROWELS—BRICK, PLASTERING

and all are of that same high
quality and efficiency which
has won world-wide renown
for DISSTON BRAND SAWS

Henry Disston & Sons

Incorporated

Keystone Saw, Tool, Steel and File Works
PHILADELPHIA

The Gimlet



Get Ready *for the* Shooters

Make Your Store
the Headquarters
for Trapshooters

1912 is to be the big year in trap shooting—a sport next to base ball as a national pastime.

Get in line with our sales-making advertising and have a good stock on hand of shells loaded with one of these brands of "old reliable"



Smokeless Shotgun Powders

Infallible
Ballistite

Schultze
E. C.

Du Pont
Empire

Ask your jobber for prices, or send to Department 13 for particulars relating to each brand.

E. I. du Pont de Nemours Powder Co.

Pioneer Powder Makers of America. Established 1802
Wilmington, Del.

The Gimlet

The Hardware Reporter

S. NORVELL, Editor

An Advertisement Written for a Consideration

by

MIKE KINNEY, Teamster and Editor

Did you ever—by chance—hear of the Hardware Reporter—a trade paper published every week in the City of St. Louis.

The Hardware Reporter is "different" from some other trade papers. It believes that a trade paper can be accurate and give all the trade news without being dull and tiresome.

The Hardware Reporter has editorials that will make you sit up and take notice. You may or may not agree with them, but whether you do or not, they will set your think tank working.

The Hardware Reporter has trade reports, convention news, striking cartoons, *selling talks*, descriptions of stores and show windows, and hardware gossip and personal news written in a lighter vein by the cub reporter.

The Hardware Reporter tells you everything that you can read in any other trade paper, but it presents the matter in such an attractive and entertaining form that to read it is a pleasure instead of an unpleasant duty.

The Hardware Reporter is often mailed to a merchant's home where he has time to read without interruption. Even the wives and families of merchants find this trade journal interesting and instructive.

The Hardware Reporter is sold at \$2.00 per annum for 52 weekly installments. *Sample copies will be sent free upon request.* A postal card will do. Address

THE HARDWARE REPORTER

509 Olive Street

-:-

-:-

SAINT LOUIS, MO.

The Gimlet



STUNG? Ever been? How often on strop dressings? Times galore, perhaps, but — there's been a reason for each case of "sting." First it was some "dope" which would sharpen up a razor after it had been used for splitting wood or trimming the family corns. Next it was some innocuous thing which gave no more real benefit than a little lather could have given. Every razor needs an occasional honing or it needs KEEN-R-EDG, which

hones the razor without wearing away its edge—incidentally softens and enlivens the strop. The reason? Science in its preparation. Imagine an abrasive which has been bolted through the very finest silk bolting cloth—not emery or jewelers' rouge or any of those cheap, gritty substances, but a strictly high grade substance, held in a scientific, stiff but greasy base which never hardens, on or off the strop. Does it sell? Retails at a dime, with a fine profit, and each dozen mounted on a new patent display card, embodying a transformation trick which puzzles everybody and gets every visitor to playing with it. Can't get away from it. Repeat orders coming in right along. Ask the jobber's salesman for further information about KEEN-R-EDG or write to the KEEN-R-EDG CO., 917 Olive Street, St. Louis. Full size sample sent to any dealer on request. Wish you could see the display card.



Carry a Strong Line



If you are
Fishing for Big Sales

COMMUNITY SILVER



AS the heaviest plate
and the most beautiful
designs. It is the best
advertised.

If you want to land
fine profits, stock Community
Silver now, and watch the
line pay out.

The Gimlet

SIX POINT

Special Ignition

GUARANTEED
22 to 27
AMPERAGE



Highest Voltage
—
Longest Life

"They Last Longer"

**Especially Designed, Constructed
and Guaranteed for Automobile,
Motor Boat, and all Gas and
Gasoline Engine Ignition Purposes**

Manufactured only by

The Rock Island Battery Co.

Winton Place
CINCINNATI, OHIO, U. S. A.

Do You Know a Good Thing When You See It?

Say, but those Strap and T-Hinges packed a pair in a box with screws are selling fast! The dealer knows a good thing when he sees it and he sees the advantage of hinges packed with screws—the time it saves him and his clerks, and the quickness with which he can wait on his customers.

And he knows that the screws are just the right size and strength for every hinge, for this has been determined by experts.

And to top off the proposition, they're Stanley quality in every particular, and this means satisfied customers. Even the boxes show the Stanley individuality—neat, strong, telescope boxes, a regular hardware package, and one that will not break through, and the labels can be clearly seen at a glance, with the Stanley Trade Mark standing out in a plain bold cut to protect you from inferior goods.

Are you in on this deal?

Ask your jobber about it.

These are the goods:

Stanley's plain Strap and T-Hinges and Hinge
Hasps.

Stanley's Corrugated Strap and T-Hinges.

THE STANLEY WORKS

New York

New Britain, Conn.

Chicago

The Gimlet



I WANT SOME OF **THE BLACK SHELLS**

When a customer asks for the latest improvements in Shot Gun Ammunition, tell him about the **NON-MERCURIC PRIMER**, the **large flash passage** and superior water-proofing of the **BLACK SHELLS**.

Send for book about shells.



Lowell, Mass., U. S. A.

The Gimlet

The Lookout



THE LOOKOUT — the latest product of the La Salle clock-makers—a beautiful and punctual sleepmeter sold at a fixed price of \$1.00 retail.

It's a compact little alarm of solid seamless brass tapering from a four-inch polished back into a 2¾-inch ivory-white dial. It's distinctive, it's refined,

it's practical. It can be had in either finish, polished brass or nickel plated.

Every clock comes with a dollar tag attached, packed with eye-catching show cards and posters. On an order for 24 or more you can get your name printed free, right on the dials.



Are You Contemplating
A Hardware Catalogue?

If you are, we have a proposition
to make to you.

OUR PLAN saves you all the
time and trouble of compiling.

WE DO EVERYTHING for
you—compilation, securing cuts and
technical descriptions, printing,
binding, etc.

Write to us for information and further particulars

WOODWARD & TIERNAN
PRINTING COMPANY
— SAINT LOUIS —

THE LARGEST ESTABLISHMENT OF ITS KIND IN AMERICA

P R I N T E R S
ARTISTS ENGRAVERS BINDERS

Then As Now

ISERVED with General Washington in the Legislature of Virginia, before the Revolution, and, during it, with Doctor Franklin in Congress. I never heard either of them speak ten minutes at a time, nor to any but the main point, which was to decide the question.

They laid their shoulders to the great point, knowing that the little ones would follow of themselves. *If the present Congress errs in too much talking, how can it be otherwise, in a body to which the people send one hundred and fifty lawyers, whose trade it is to question everything, yield nothing, and talk by the hour? That one hundred and fifty lawyers should do business together ought not to be expected.*

—Thomas Jefferson.



Dirk Hals

TO A MUMMY ANYTHING THAT
IS ALIVE IS SENSATIONAL